



Hotel Gayoso

Memphis Hotel Company
Proprietors
Memphis, Tenn.

Thursday, April 10th, 1919.

Dear Daddykins:—

Just as soon as I up and bought an umbrella it had to stop raining and turn cold. Most people would have been discouraged, but not me. I just took it as an omen that I should have made my purchase before, and returned to J. Goldsmith & Sons and laid in a supply.

You should see the ones that I bought. All colors and shades, but the one which pleases me most is a dear little red silk model, made Jap style. By the way, dad, the Japs seem to be popular this year, parasols being almost entirely fashioned like the regular native affair. The only difference, of course, being in the material used. Silk, both solid and figured, predominates. I bought the cutest little dotted pink and blue "sols" for the twins, and a beautiful golf-stick one for Aunt Maria.

Another thing, dear, is the style of the new umbrella handles and tips. These are frequently made out of amber, and the former has a ring at the top by which it may be attached to the wrist. The latter is often blunted and make an excellent walking cane. J. Goldsmith & Sons certainly have it on Memphis when it comes to umbrellas—among other things.

That isn't all either, dad. You should see the wonderful neckwear of the new spring colors, and the excellent assortment of gloves, and, oh, the Dearie Dolly bows! Daddykins, tell the twins that they are going to be so dressed up that Merrimac plantation won't be big enough to hold one of them—much less two.

The bows, popsy, come in sets, and each set includes a beautiful hair ribbon, a lovely sash, a pair of dainty garterettes and a cute little shopping bag. I purchased Hattie's set and also one for Satie. Both models were worn by twins at the recent Fashion Show given by J. Goldsmith & Sons, and I'm not exaggerating when I say they are beautiful.

Yes, popsy, I remembered about the ties, and I left your order with the gift shop man on J. Goldsmith's first floor. He said he would make your neck-gear just exactly as you said, and, honey dear, the ties are made on the straight, and now you won't have to

swear about the silk twisting crooked. You know you always said that was what affected the ready-made models.

I also purchased you a number of flossy crepe handkerchiefs. They are all-silk and either bordered or softly plaided—awful pretty, popsy, and I'll see about the silk shirts tomorrow. Loud, you said—surely, daddy, you know I wouldn't want the head of my good-looking family to be prosaic—ever.

As for Aunt Maria, daddykins, that woman is the limit. From early morning until late at night she endeavors to make a social celebrity out of little Maybelle, and she's almost succeeded. Somehow I'm not a bit glad. Of course, Aunt Maria's intentions are of the best, but, popsy, do you know the old saying about intentions and the way below? Well, I'm sure she's paving a few byways and highways.

Lately I have driven, danced and golfed under her chaperonage until I have neglected my shopping. I'll have to stop by Goldsmith's at once and purchase a pair of new patent oxfords, with baby Louis heels—they are the ones with the new style low heels—for tomorrow. I want a golf hat, too, something plain and sunshady, in yetta straw. There was one in the shop exactly suitable, and I must hustle along or it might be sold.

I've been careful of my hands as you said, and the new driving gloves are almost identical to street ones—so I always carry around a pair. Now don't worry, daddy, and imagine things. I shan't get in a bit of mischief, and as for a broken heart—well, whoever heard of such a thing. 'Fess up now, popsy; what is you been a'reading?

Goldsmith's close at 6, daddykins, and I'm to dine at the hotel at 7, so I must make a little speed.

With a heart full of love,

Maybelle

P. S.—Alonso appreciated the lettuce and flowers. M.

JOHNSTON'S DATES SET.

JACKSON, Miss., April 11. (SPL.)—The following are the speaking dates of Oscar Johnston, candidate for governor, for the next two weeks: Carthage, April 14, noon; Forest, April 14, night; Newton, April 15 at 11 a. m.; Philadelphia, April 15, night; Louisville, April 16, at 11 a. m.; Ackerman, April 18, morning; Knoxville, April 17, morning; Lexington, April 17, night; Durant, April 18, morning; Valden, Winona.

April 18, night; Carrollton, April 19, evening; Raleigh, Macon, April 21; Mount Olive, Collins, Hattiesburg, April 22; New Augusta, Lucedale, April 23; Lakesville, Waynesboro, April 24; Quitman and DeKalb, April 25 and April 26, respectively.

DOCTOR DIES SUDDENLY.

CHATTANOOGA, Tenn., April 11.—Dr. Benjamin G. Allen, 45, one of the

leading physicians of Chattanooga, died suddenly this morning as a result of a general breakdown brought on by hard work during the epidemic of influenza.

Make a Good Impression.

It costs you no more; it's a real investment; if the appearance is right the man is right. A real value in your tailored spring suit is here. J. H. Moriarty & Son, Tailors, 31 South Main Street.

WOMEN DOING GOOD WORK FOR SEWANE

Special Team Aiding Alumni in Local Finance Drive Is Busy.

The special team of women aiding the Memphis alumni of the University of the South in their efforts to secure \$50,000 as the quota of Shelby and Fayette counties in the million-dollar endowment fund the university is seeking in 16 Southern states, is hard at work these days and is unofficially reported to be rendering material help to the men. The ladies composing this special team are: Miss Ida Stewart, Miss Martha Harris, Mrs. George Hobart, Miss Mary Robinson, Mrs. Percy Toombs and Mrs. Thomas W. Vinton. Without any official report yet in from any of the 16 teams of men in the field, private statements made by some of the team captains to Frank Hayden Friday told of good progress. One captain stated that he had "several" donations of "from \$1,000 on down," but refused to be named. The rest of the larger figure subscriptions he had secured. He did state, however, that he was agreeably pleased to find that no one he had approached with his plea for Sewanee had refused to help, and that in almost every instance the subscription given gladly had exceeded his fondest expectations. These sorts of reports are offering encouragement to Mr. Hayden, who is treasurer of the campaign, and the rest of the alumni, and it is now believed that the coveted "Sewanee spirit" exhibited by the local alumni in the present campaign will enable them to put the campaign over in the week's time they originally hoped to reach their goal in.

Mr. Hayden, who is the executive head of the Sewanee alumni campaign in all of the 16 Southern states, is keeping in close and daily touch with progress here. The officials of the university at Sewanee likewise are being kept posted as to progress and results. Saturday afternoon, when the first official reports will be turned in by the teams at the Guaranty Bank and Trust company, it is hoped and expected that good news, even in excess of the expectations of the local alumni and friends of the university, will be sent to Gen. Wood and the university.

Mr. Hayden and the alumni generally Friday expressed grateful thanks to the Memphis papers for their generous support during the campaign and attributed no small amount of the success they are meeting with to the space given the work by the Memphis papers.

HELP YOUR DIGESTION

When acid-distressed, relieve the indigestion with

KI-MOIDS

Dissolve easily on tongue—as pleasant to take as candy. Keep your stomach sweet, try Ki-moids.

MADE BY SCOTT & BOWNE

MAKERS OF SCOTT'S EMULSION

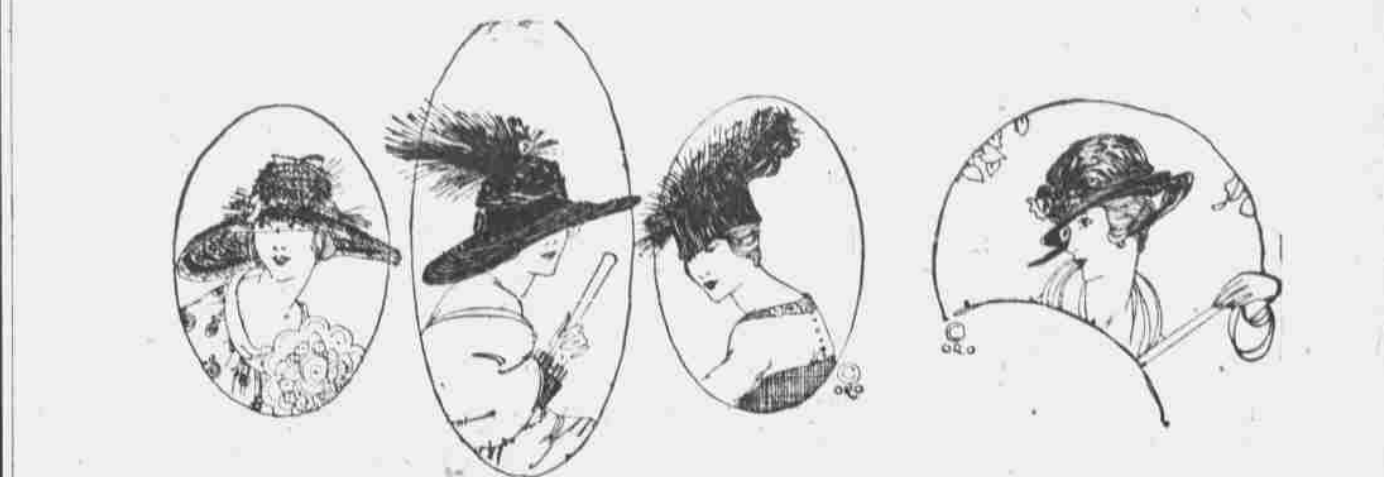


Amazing! Extraordinary!

500 NEWEST Easter Hats

Go On Sale Tomorrow, Saturday In
Three Big Special Price Groups

\$5 **\$7.50** **\$10**



Extraordinary preparations have been made for this sale—hundreds of hats have been assembled especially for this event—the newest creations of the season—and prices are startlingly, surprisingly low! This sale should prove intensely interesting to every woman who wants a stylish Easter bonnet at a great bargain.

Be Sure to See These Hats

\$5 **\$7.50** **\$10**

Flower-trimmed Hats that are beautiful beyond expression. An unusual variety of the newest trimmed effects, including numbers and numbers of smart tailored banded sailors. These hats, all in one big group, will be placed on sale Saturday at the unheard-of price of \$5.00.

Smart suit hats, cleverly trimmed—products of famous New York designers; small, medium and large styles; exclusive effects—no two alike. Wonderful hats in this lot at the wonderfully low price Saturday of \$7.50.

Handsome large dress hats in the very newest styles—variety without end—the very smartest of the season's cleverest creations. Beautiful flower and imported novelty trimmed; colored and black hats, all in one big lot, at \$10.00.

ANOTHER BIG SALE OF Children's Trimmed Hats

For Saturday We Offer Three Big Specials—Misses' and Children's Hats, the Prettiest Styles Imaginable—Great Variety—

\$1.45—\$2.45—\$3.45

Dressier Hats at \$5.00 to \$10.00

Memphis' Very Best Millinery Shop

Goldsmith's

GREATER MEMPHIS' GREATEST STORE

Smarter Styles in Greater Variety Better Values

Eat Less Meat If Back Hurts

Take a glass of Salts to flush Kidneys if bladder bothers you

CASTOR OIL MADE INTO JELLY

Process of Concentrating and Flavoring Discovered. Doctors Recommend It.

In our laboratories, by a secret process, pure CASTOR OIL is concentrated into jelly form, and then flavored, so as to absolutely disguise the CASTOR OIL taste. We call this concentrated CASTOR OIL "CASTOR-JELLY," because it looks like jelly—yet is actually pure CASTOR OIL. CASTOR-JELLY will do everything that CASTOR OIL does. Your doctor will recommend it the same as CASTOR OIL. Your druggist will also advise its use. Try CASTOR-JELLY once and you will never go back to old-fashioned CASTOR OIL. Your children especially won't let you.

Take home a jar of CASTOR-JELLY today and have it ready for use when needed. A 5c. jar contains ten doses and gives you less than CASTOR OIL, such as you have been used to taking from childhood. All druggists sell CASTOR-JELLY as a guarantee to give your money back if you are not satisfied.

COVINGTON'S CASTOR-JELLY 99% PURE

Read News Scimitar Wants.

DRESS-UP WEEK April 5 to 13

THIS SPLENDID COCO OXFORD

\$10

Dress Up Now For Easter

Come to the EEE store for your footwear. We have the largest stock of shoes for men, women and children of any store in the South. There is not a last or leather but that we carry in complete sizes. Your selection will be made easy and your purchase profitable if you come here first. Our cash system assures you a substantial saving on every purchase.

We have the exclusive Memphis agency for Hanan's fine shoes for men and women, and can fit you in any model made by this famous manufacturer. To those who have worn Hanan shoes they need no recommendation. To those who haven't we merely say, "if you want to know complete shoe satisfaction let your next pair be Hanan's."

Write For Our New Catalog

EEE Shoe Co.

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